

App. No. 10/604,974

In the Claims:

1-2 (cancelled)

3. (new) A process comprising; having a Digital Tuner Regulator Platform connected to a two way digital tuner equipped device which regulates the processes which authenticate users, content, advertisement, and royalty distribution, and recognizing and reporting back information about the user, the times of user activity, content type,, name of the content, when it was entered or made available to users by the content owners themselves, the amount of times content has been used or transferred, the advertisement options, what advertisement the viewer has or has not selected in the past, the amount of royalties paid for and to whom they were paid.

4. (new) A process according to claim 3 further comprising where the activity of the user is one or more of a selection of select/or not select content, select or not select ad's, and play or store content

5. (new) A process according to claim 3 further comprising generating a DIGITAL TUNER REGULATOR for each unique user.

6. (new) A process according to claim 3 further comprising having said information being stored in numerous or stand alone databases, api's or storage units which is controlled by both the actions of the end user's input into the digital tuner equipped device and the Digital Tuner Regulator Platform processes.

7. (new) A process according to claim 6 further comprising where said database is contained within said output device.

8. (new) A process according to claim 3 further comprising where said output device is a television.

9. (new) A process according to claim 3 further comprising where said output device is a computer.

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10. (new) A process according to claim 3 further comprising assigning a code for each respective advertisement uploaded by a participating advertiser.